CATALYST Support: **Target Audiences**

What is a "target audience" for my activities in CATALYST?
The "target audience" is the group of people who should be directly affected by your activity. More specifically, they are the people whose behavior, knowledge, or beliefs you hope to change with your activity.

How do I select 'attributes' that describe my target audience in CATALYST?
After selecting your objective and activity, the second – and final – step in entering the activity into your workplan is to describe your target audience.

The attribute lists are attached to this document (ATTACHMENT A). You can select up to one from each list, or only one total. For example, the target audience for a community newsletter could be named "Community Members" with the attribute "other-community stakeholders" while the audience for a *very* targeted secondhand smoke education effort could be named "Pregnant Hispanic Migrant Workers" with the attributes "life stage-pregnancy AND multicultural-Hispanic AND demographic-low income".

You need to select at least one attribute because if you do not select anything your target audience would be "all living people in my county/ESD". That would not be appropriate. For any activity you are doing, you should have an Audience Description, at least one attribute, and the Estimated Number to Reach.

How do I select more than one Cultural Minority group to target, for example if I am targeting the Quit Line to Hispanics and Sexual Minorities? (This could apply to any of the audience attribute categories)
You must enter these as separate audiences. In some cases DOH can create new audience categories, if you feel very strongly that some additional audience is needed. However, the point of individually identifying audiences is to help you communicate that you are targeting them specifically. If you did not require separate approaches for Hispanic and Sexual Minority populations, then two separate audiences would not be necessary,

I'm confused about who exactly I should report on, because there are really several groups that are affected by my activity.
Many of the activities we do can have multiple audiences – including primary, secondary, and distal target audiences. Numbers you enter into CATALYST should be for your *primary audiences*.
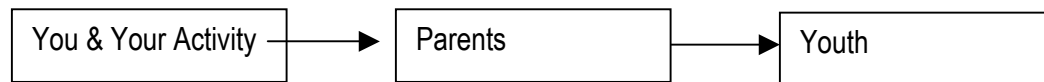
Examples comparing these types of audience follow:

Example 1: Directly educating youth about the dangers of tobacco

Activity   **Primary Target Audience**

| You & Your Activity | ⟶ | Youth |
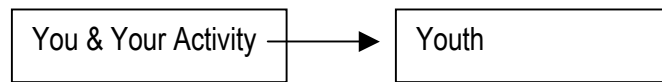
Example 2: Educating parents to talk to their children about dangers of tobacco

Activity   **Primary Target Audience**   **Secondary Target Audience**

| You & Your Activity | ⟶ | Parents | ⟶ | Youth |

Example 3: Educating social service agency staff to train parents to talk to their children about dangers of tobacco

Activity   **Primary Target Audience**   **Secondary Target Audience**

| You & Your Activity | ⟶ | Agency Staff | ⟶ | Parents |

▼ Distal Target Audience

| Youth |
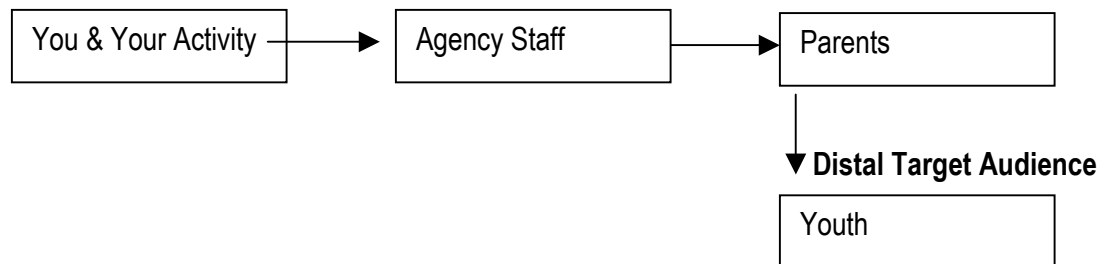
Example 4: Other activity types that may have confusing target audiences

ACTIVITY	PRIMARY TARGET AUDIENCE	SECONDARY TARGET AUDIENCE
Media Advocacy (getting articles in local media to promote your issue)	Newspaper, radio, or other media reporters/staff	Readers/consumers of media
Peer Education (TATU, etc.)	Older youth trained to make presentations	Younger youth recipients of presentations
Teacher/Staff Training	Teachers/Staff	Recipients of programs or curricula
Newsletter	"Community Stakeholders" or other descriptive of your audience – note that this will only be reported on once with updates. So if 200 people receive your quarterly newsletter, the total number served should be about 200 (not 800=200X4)	n/a

How accurate do my "benchmark numbers" (estimated numbers of each audience type to reach) need to be? Will I be held accountable to these numbers, and could a failure to reach them have fiscal consequences?
DOH staff understand that, particularly during this launch year for CATALYST, you are becoming accustomed to estimating the target audience numbers. What we expect is that you will give your best guess, and DOH will treat that number accordingly. It is likely that is some cases the benchmark will be far exceeded, and in some cases there will be difficulties that prevent the benchmark from being reached. Constant contact with your contract manager is crucial so that he/she is not surprised.

What is the purpose of having numbers put in, if they might be poor estimates?
Entering estimates of target audience reach helps DOH to understand approximately how much resource/effort is being dedicated to that activity. Without such a number, it is impossible to tell the difference between a $40 activity and a $4,000 activity.

When are we supposed to report on our activities, and how will the Contract Managers check that?
DOH contract managers will check for your entries on a monthly basis. Since you have until the 10th of each month to complete entries to describe activities for the previous month, contract managers will check your entries shortly after the 10th. If you have questions about your reporting, please contact your contract manager.

CATALYST Audience Attributes

Tobacco Use

Current smoker
Current Smokeless Tobacco User
Experimenting with Tobacco
Former User
Non-User
Current Users Any Tobacco

Age

Elementary School Youth
Middle/Junior High School Youth
High School Youth
Young Adult/College
Seniors
Adults

Occupation

Employers/Management
Restaurant Owner/Managers
Tobacco Retailers
Local Government Officials/Policymakers
Media (Reporters, Editorial Board)
Foster Homes
Daycare Providers
Elementary School Staff
Middle/Junior High School Staff
Health Care providers/Organizations
Social Services Providers/Organizations
Blue Collar Worker
Law Enforcement
Tobacco Prevention Staff
School or District Administrators
High School Staff
School Nurses
District/ESD/P&I Staff
General School Staff

Occupation (cont.)

Coaches
Youth Service Providers/Organizations

Life Stage

Pregnant Women
Parents/Families

Cultural Minority

African Americans
Native Americans
Asian/Pacific Islanders
Hispanic/Latino Americans
Sexual Minorities
Russian/East European Immigrants
Other Race/Ethnic Minority
Minority-serving Organizations

Other

Service Clubs/Organizations
Community Stakeholders
Advisory Board Members
Youth Leaders
Local Opinion Leaders
Restaurant Patrons

Risk Factor

Low Income
Disability (Physical, Mental)
Juvenile Offender
Offender
At-risk Socio-economic-peer Risk

Gender

Female
Male